



The Prof's Guide to Going from 0 to Launch: Everything You Need to Know to be an Entrepreneur Starting Today: Second in the Entrepreneur-ING Series (Volume 2)

Lisa Vento Nielsen

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This book will help you go from zero to launch as an entrepreneur. The first installment of this series focused on developing and using entrepreneurial skills for either launching a business OR being the boss of your career. This time, I am taking my 15+ years' experience as an entrepreneur and my 13 years' experience as an educator teaching courses on entrepreneurship to give you the Zero to Launch Guide on moving forward with your idea or your business. This might be something you decide to do now as a full time gig or as a side gig. It might be something you want to do but are not ready to execute on right now – but by reading this book and using my lessons, you might decide it is something you want to do right now. You can use this book to save up for your decision in a few years – you do not have to execute and launch right now. Maybe you are just thinking and want a new, fresh look on entrepreneurship. You are in the right place – I am a new, fresh voice on entrepreneurship using the word I coined “Entrepreneur-ING” to create a full end-to-end launch process for you to use at any time for your idea, your business and more. There is the possibility you will go through all of these steps and decide you do not want to launch but in the meanwhile you started the process. Once you start being an entrepreneur, you will always consider it again and it will help your regular full time work as you focus on making yourself stand out in this potential new venture. I started being entrepreneurial in 2002 and I have not looked back at all. Being entrepreneurial brought an extra level of skill and focus to my other careers as educator and executive. I have tried and failed a few times and I will provide some real life case study examples based off of my own various attempts at entrepreneurship. Learn with me by reading this book and consider taking my courses and seminars on entrepreneurship.

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